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## **“Tonight at 10” Text and Drive Radio Campaign**

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### **“Headbobbers”**

AUDIO: Music (intense, breaking news music)

ANNOUNCER: Tonight at 10 on the Minnesota station for news —

They are one of the most dangerous and illegal threats on our roads — and likely driving next to you now.

Our investigative reporters hunt down the “head bobbers” — who text and drive by holding the phone down low, only rarely glancing up at the road. *They say* they are in control. But are they?

And — we ask the tough questions: are you a “headbobber?” Are you putting lives at risk by illegally texting and driving?

Tune in tonight at 10.

A life-saving message from the Minnesota Department of Public Safety.

## **“Wheelers”**

AUDIO: Music (intense, breaking news music)

ANNOUNCER: Tonight at 10 on the Minnesota station for news —

Why do some drivers illegally commit such a dangerous crime — everyday? And the worst part — they're driving right next to you, right now.

Our investigative reporters track down the “wheelers” — who text and drive by holding the phone up high by the steering wheel. *They say* they're keeping one eye on the road. But is that even possible?

And — we ask the tough questions: are you a “wheeler?” Are you putting lives at risk by illegally texting and driving?

Tune in tonight at 10.

A life-saving message from the Minnesota Department of Public Safety.

## **“Sneak Peekers”**

AUDIO: Music (intense, breaking news music)

ANNOUNCER: Tonight at 10 on the Minnesota station for news —

What drivers might crash into you, and do they even care?

*You* should care — they’re driving behind you now.

Our investigative reporters stalk the “sneak-peekers” — drivers who check for texts at stop lights and when cruising your street. *They say* they’re focused. But are they *really* looking out for you?

And — we ask the tough questions: are you a “sneak peeker”? Are you putting lives at risk by illegally texting and driving?

Tune in tonight at 10.

A life-saving message from the Minnesota Department of Public Safety.